ORDER

Orders Order / Rev: 59130 9826065 /Brad Alt Order #: BOB CASEY FOR SENATE Product Desc: WHP-TV CBS21 Estimate: 09/26/12 - 10/01/12 Millennium Washington DC Flight Dates: Primary AE: 09/24/12 / 09/24/12 Sales Office: Original Date / Rev: **MNAT** Order Type: **GENERAL** Sales Region: National **Shorr Johnson Magnus** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: Billing Cycle: 1831 Chestnut Street EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Casey/D/Senate Name: A35+ New Business Thru: Demographic: **Product Codes:** State Elections Order Separation: 00:15:00 Priority: P-3 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	23	\$8,390.00	\$7,131.50		
10/01/12	10/01/12	8	\$4 510 00	\$3,833,50		

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$8,390.00	\$7,131.50	0.00
October 2012	8	\$4,510.00	\$3,833.50	0.00
Totals	31	\$12,900.00	\$10,965.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

AGY, POL-CAND, GEN

Order Share	Share	Total
WHP-TV CBS21	19%	\$12,900.00
Market	100%	\$67,894.74

Revenue Codes:

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	54%	\$36,663.16
WHTM	17%	\$11,542.11
WLYH	0%	\$0.00
WPMT	10%	\$6,789.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHP	09/26/12	10/01/12	M-F 4p-5p M-F 4p-5p	CM	4р-5р	МГWГF	:30	5	\$150.00 P-3	0.00 NM	5	\$750.00
N 2	WHP	09/26/12	10/01/12	M-F 530p-6p News CBS 21 News at 530p	СМ	530p-6p	MTWTF	:30	3	\$110.00 P-3	0.00 NM	3	\$330.00
N 3	WHP	09/26/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	МГЖГБ	:30	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
N 4	WHP	09/26/12	10/01/12	M-F 7p-730p M-F 7p-730p	СМ	7p-730p	МГWГF	:30	5	\$400.00 P-3	0.00 NM	5	\$2,000.00
N 5	WHP	09/26/12	10/01/12	Sa 7p-730p Sa 7p-730p	СМ	7p-730p	S-	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00

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Advertiser:

Casey/D/Senate

Alt Order #:

9826065 /Brad

Product Desc:

BOB CASEY FOR SENATE

WHP-TV CBS21

Flight Dates:

09/26/12 - 10/01/12

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 6	WHP	09/26/12	10/01/12	Sa 730p-8p Sa 730p-8p	СМ	730p-8p	S-	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
N 7	WHP	09/26/12	10/01/12	Fri Reg 1 Fri 8p-9p	СМ	8p-9p	F	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
N 8	WHP	09/26/12	10/01/12	Wed Reg 1 Wed 8p-9p	СМ	8p-9p	W	:30	1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
N 9	WHP	09/26/12	10/01/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M	:30	1	\$1,300.00 P-3	0.00 NM	1	\$1,300.00
N10	WHP	09/26/12	10/01/12	Mon Reg 2 Mon 9p-10p	СМ	9p-10p	M	:30	1	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
N11	WHP	09/26/12	10/01/12	Sun Reg 3 Sun 9p-10p	СМ	9p-10p	S	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
N12	WHP	09/26/12	10/01/12	M-F 11p-1135p News CBS 21 News at 11p	СМ	11p-1135p	MTWTF	:30	5	\$150.00 P-3	0.00 NM	5	\$750.00
N13	WHP	09/26/12	10/01/12	CBS Sun Morning CBS Sun Morning	СМ	9a-1030a	S	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
											Totals	31	\$12,900.00